

WoodenBoat

ADVERTISING MATERIAL SPECIFICATIONS

2015 Print Advertising Closing Dates

Issue	Materials Due	Publication Date
March/April #243	January 5, 2015	February 18
May/June #244	March 5	April 20
July/August #245	May 5	June 18
September/October #246	July 6	August 19
November/December #247	September 8	October 19
January/February #248	November 5	December 17

Specifications

Printed web offset. Perfect Bound.

DOCUMENT SIZE: 8.125" × 10.875" (final trim).
No live matter within .375" of final trim size.

BLEEDS: Please extend your image area .125" outside document area (final trim) for bleed. Bleeds are available only for full-page ads.

COLORS AVAILABLE: Four-color process (SWOP standards). Color must be CMYK format, not Pantone or RGB.

BORDERS: Will be added at our discretion.

URL LINKS: To ensure your ad links to your website in the digital issue please include www. (example: www.woodenboat.com).

File Types Accepted

InDesign CS6 or earlier
Adobe Photoshop CS6 or earlier
Adobe Illustrator CS6 or earlier
High Resolution PDF (at least 300 dpi)

WOODENBOAT.COM ADVERTISING

Banner (WoodenBoat.com)

468 × 60 pixels – 40kb max

Leaderboard (Plans & Kits, Boats For Sale)

696 × 90 pixels – 40kb max

Block

180 × 150 pixels – 25kb max

WOODENBOAT E-NEWS

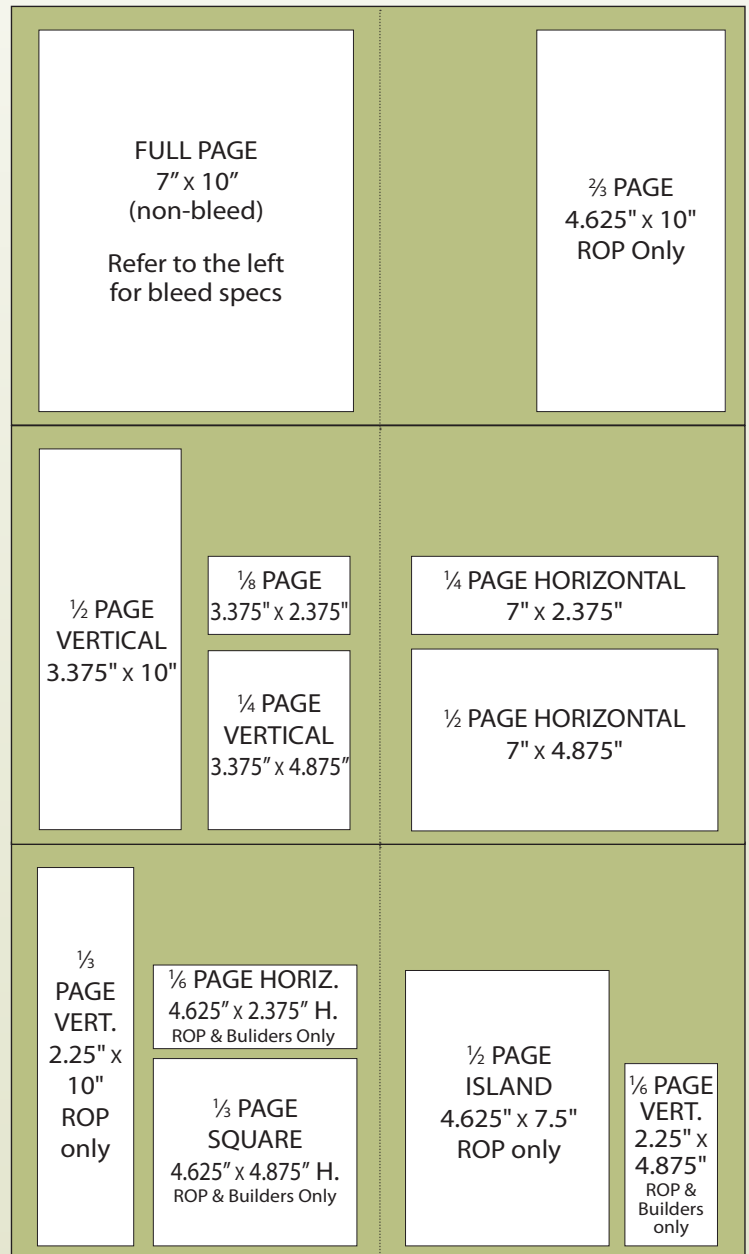
Top Banner

530 × 76 pixels – 40kb max

Block

180 × 150 pixels – 25kb max

JPGs preferred. No flash or animation, please.
Your web ad can link to your Web site.



With questions regarding advertising materials, please contact:

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